

ADDRESS LIST MANAGEMENT WITH DIRECT IMAGE LABELING

POSTALSOFT

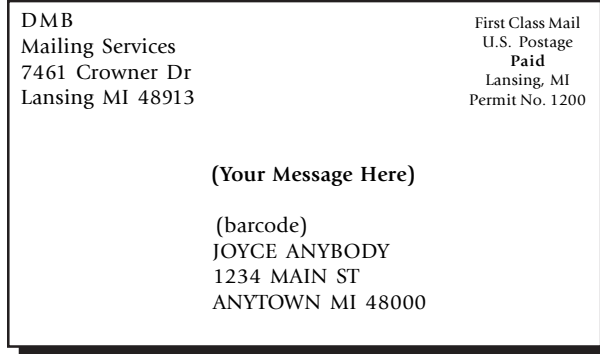
Mailing Services offers a variety of mail list processing services with it's Postalsoft Desktop Mailer Program in conjunction with Direct Image Labeling. Lists should be prepared and presented in ASCII, Excel, Access or other compatible dBASE programs. Some of the features and capabilities include:

- ☛ CASS-Certified Address Assignment.
- ☛ PAVE-Certified Presorting.
- ☛ Merge/Purge Tool.
- ☛ Prints required postage statements and reports.

All address lists are kept confidential with no alterations made to the original list. Mailing lists can be accepted either on 3 1/2" diskettes, Compact Disks (CDs) or by e-mail (PostalSoft@michigan.gov). Up to five (5) lines are allowed in the address block if a Delivery Point Barcode is requested. Up to eight (8) lines are allowed without a Delivery Point Barcode.



ENVELOPE BEFORE



ENVELOPE AFTER

DIRECT IMAGE LABELER

The examples above display the addressing capabilities of the Direct Image Labeler when processing a mailing list that was prepared using Postalsoft. Starting with a plain envelope, it is possible to print the return address, permit imprint, the "to" address, the Delivery Point Barcode and a message all in a single pass through the labeler. Tabbing a self-mailer closed can also be accomplished as part of the "one pass" process.

Advantages of using the Direct Image Labeler:

- ☛ More efficient and less costly than Cheshire or self-adhesive labels.
- ☛ Processes mailpieces from postcard size to small catalogs.
- ☛ Postal discounts possible when Delivery Point Barcode is printed on mailpiece.

*For more information regarding either of these programs,
contact DMB, Mailing Services at (517) 322-1899.*